

The Southern COACH & ATHLETE

Volume 1

A Magazine for Coaches, Players, Officials and Fans

Number 8

JUNE, 1939

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Facts on
Georgia
Coaches' Clinic



Atlanta, Ga.
August 21-26,
1939

Team Work
Shows Best
In Defense
By 'Phog' Allen

Publicity Man
By Elmer G. Salter

Better Boys
By 'Shorty' Doyal

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JUNE, 1939

Number 8

A MAGAZINE FOR COACHES, PLAYERS, OFFICIALS AND FANS

Founded 1938

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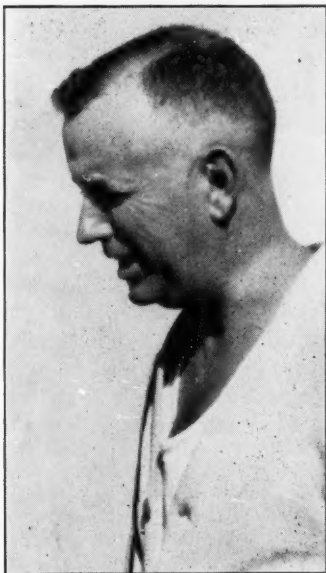
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Keeping Up

Albany High's H. E. McNABB has the fishing fever. He spent last month pulling them out around Panama City and will try out New York City and the world's fair next month. Not forgetting his profession, he'll attend the Columbia coaching school before tapering off at the Georgia clinic. . . H. W. STURGIS, director of Georgia's fifth district, is located at the Athens Y. M. C. A. this summer. . . JACK FARREN, of Athens High, is at Camp Dixie in North Georgia. . . And not far across the hill is RED BARRON'S camp for boys. . . Barron is directing his camp and is assisted by TOBE EDWARDS and WENDELL SULLIVAN. . . L. C. BERRY, LaGrange trach coach, is vacationing at Lebanon, Tenn. . . Americus claims RUFUS GODWIN, of Commercial High (Atlanta), a real home loving boy. . . J. T. GOEN will be an assistant coach at Hapeville (Ga.) High this fall. . . W. M. McDONALD, who will attend the clinic, has been named coach at Schley County High School. . . SELBY BUCK is another camper. He's directing activities at Camp Chimney Rock, N. C. and reports that the breezes are nippy on these sultry summer nights. . . HUB DOWIS is director of activities at Camp Rutledge (Ga.). . . LOUIS COOK also is at this boys' playground. . . BOBBY HOOKS is back at his post at the Athens Y camp. . . JOHN VARNEDOE is handling the American Leigon baseball program at Savannah. . . Tennessee and Alabama grid graduates are finding no trouble in the job getting business. . . PAUL HUG, former Vol end star, has succeeded NICK DENES as coach at Tennessee's junior college. . . Denes, a former high school coach in Kentucky has joined the Western Kentucky Teachers' staff. . . LEO DAVIS has been named backfield coach for the West Tennessee Teachers' College eleven and PETE CRAIG, one-time Tennessee ace, is the school's utility athletic adviser. . . Davis coached Paris (Tenn.) high school last year while Craig was assistant at Union University at Jackson, Tenn. . . LYLE RICH who has been at Kingsport, Tenn., for several successful seasons, moves to Charleston, W. Va., High. . . He will take JAKE MOSER, line and track boss at Nebraska State Teachers last year, with him as chief assistant. . . Moser was Rich's assistant at Kingsport from 1935 to 1938. . . JIM WHATLEY, all-Southeastern Conference football and basketball player at Alabama has accepted appointment as athletic director at West Carolina Teachers at Cullowhee, N. C. . . He will coach football, baseball and basketball. . . He was a four-sport man with the Tide. . . JOE KILGROW, another Alabama star, is playing professional baseball with the Montgomery Rebels. . . NEWTON (Monk) GODFREE goes into the South Georgia Football Association as coach at Tifton. . . The former Alabama tackle succeeds W. T. EDWARDS, who resigned because of other faculty duties. . . Godfree is a native of Alexander City, Ala., and has been coaching at Bridgeport, Ala., and Calhoun County High, Oxford, Ala., since his graduation in 1932. . . RAYMOND BROOKE remains as assistant. . . ALLEN SHI, Decatur High coach, is umpiring in an Atlanta amateur baseball league during the summer.

THE CIRCUIT WRITER



Wilbur Hutsell

Auburn trainer and track coach, who will lecture at the August Clinic.

Bayou Bomb

The recent embezzlement explosion that rocked Louisiana has observers wondering what effect, if any, it will have on the athletic future of L. S. U. and the Bayou Tigers' coaching staff. It is no secret that the Bengal forces have had a somewhat lengthy purse string on their scholarship budget. Nor is it a secret that the Tigers take prospective football boys for joy rides in airplanes. Nowadays the prep school heroes appear to be smart. College scouts have helped sharpen their wits in the all-important matter of finances. They like guarantees and four-year guarantees, at that. They demand stability and with the L. S. U. situation involved as it is the lure that the Bayous had for punters and passers likely has been dimmed. Still there is a possibility that the program has not been affected.

The coaching staff, above all others, seems to be safe, with Bernie Moore holding his own as head man. Bernie Moore is a topnotch football man, the guiding hand that keeps the Tigers in the upper bracket of gridiron powers. He is one of the few coaches who successfully doubles on a big-time basis. His football teams won the Southeastern Conference titles in 1935 and '36. The 1937 team

was a runner-up. The Tigers were in three successive Sugar Bowl games. L. S. U. has dominated southern tracks since the big fellow took over in 1930. They won the last championship of the original Southern Conference and since have bagged them all in the S. E. C. with one exception. Moore and his men seem safe, even in the face of fraud and embezzlement that threatens to make the Teapot Dome scandal just a drop of lukewarm coffee.

Vols Speak Up

Tennessee football teams always have been ready. Ever since Major Bob Neyland found Knoxville—or Knoxville found Neyland. And so it is with the fellow who is cocking his pen for the fall to tell the world—as if it didn't know—that the Vols have a pretty good country football outfit. Jack Joyner writes: "I read your fine magazine monthly. We here at the University of Tennessee think it is a real athletic publication. I am anxious to see more about Tennessee. I'll be happy to furnish you what you need . . . I'll be glad to co-operate with you in any way." Go ahead and shoot Jack. And you other P. M. may put us on your mailing list. Too, the Coach and Athlete is wide open to suggestions from any of you coaches and fans.

Send in Your Schedule

Colleges, prep schools and high schools are requested to mail their schedules to this magazine. They will be published before the season opens in September. Full schedules of the various football associations will be printed in the Coach and Athlete.

Have You Changed Jobs?

The editor is attempting to install a regular "Keeping Up with the Coaches" department, which will include job changes, humorous incidents and personal items about coaches over the south. . . It is up to you to contribute. . . Break down and spend a penny for a card and give us the lowdown on yourself.

Pants Down

Alabama opponents have seldom, if ever, caught Frank Thomas with his pants down. But several weeks ago Thomas lost his pants. They were stolen in Birmingham while he parked for a meal. The car and all the luggage were stolen. Thomas had to borrow a suit for a banquet at Hunts-

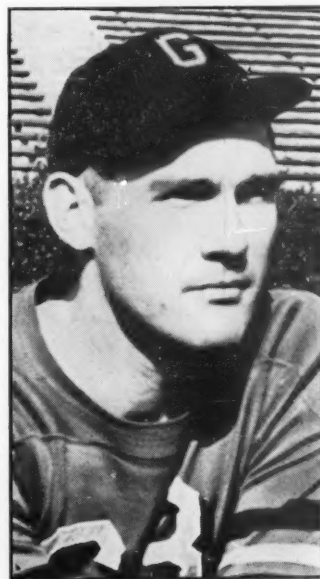
ville. Dr. Richard Foster, Tide prexy, bought a new one and Hank Crisp stayed in his sleeves. Jack Meagher helped by shedding his coat to make Hank feel at home.

Cool and Airy

Comes blowing through the window a breezy note from the Henry Grady Hotel, home of the Atlanta Press Club and the temporary headquarters for one of the Georgia all-star football teams. Here's what it says about this hostelry:

"Luxurious comfort, ultra modern facilities, cool and airy rooms and very desired service is offered by the Henry Grady Hotel, one of the two officially designated headquarters hotels for the second annual high school football clinic. Situated at the corner of Peachtree and Cain streets in the fashionable retail district of Atlanta, immediately near four popular motion picture theaters and conveniently accessible to all local transportation facilities, patrons and guests will enjoy every advantage the ideal location affords.

"Air-conditioned dining and assembly rooms, a coffee shop that never closes, dinner-dancing in the famed Spanish Room each week night, a cheerful, cozy, beautiful lobby amply ventilated and a friendly, hospitable Georgia atmosphere emphasized by the Henry Grady insures coaches, players, visitors and football fans a pleasurable stay. Circulating iced water, ceiling fans and every other type of equipment designed for comfort and convenience adds to the enjoyment of rooms in this outstanding Georgia hostelry named for the immortal Henry Grady, journalist and orator."



Forrest (Speck) Towns

will give high jump demonstrations at the August clinic.

SPLIT MINUTES

All-Star Coaches Handling All-Star Players to Produce Five-Star Extravaganza at Annual Classic

By DWIGHT KEITH



Dwight Keith

For the benefit of a large number of readers who are not members of the Coaches' Association, I should like to explain our program. Our chief objectives are stated in Article II of the constitution:

"The purpose of this organization shall be:

1. To promote and improve athletics in Georgia.
2. To foster a high standard of ethics and sportsmanship.
3. To encourage closer cooperation and better understanding among coaches, school administrators, the public, the press and game officials.
4. To help the coach professionally."

In an effort to realize these objectives we conduct during the last week of August each year our annual coaching clinic. At that time we engage outstanding coaches in the various sports to lecture on their specialties, and to conduct demonstrations of techniques of their sport.

AN OUTSTANDING feature of the clinic is the all-star football and basketball games. These games are between teams representing North and South Georgia, and composed

of the outstanding stars who have graduated from high school the past year. These teams are coached during the clinic by college coaches to demonstrate some particular system of play. This year the Northern football team will be coached by Jack Meagher, of Auburn, who will demonstrate the Notre Dame system. The Southern team will be coached by Bobby Dodd and will employ the Tennessee system. The Northern basketball team will be coached by Forrest C. Allen, of the University of Kansas, who will explain and demonstrate the Kansas system of play. The Southern basketball team will be coached by Roy Mundorff, of Georgia Tech. These teams will meet in regular games at the close of the clinic, and outstanding officials of the basketball and football associations will work the games. The Georgia State Girls' Military Band, which made such a hit at the New York World's Fair, will play at the game. It is directed by Lieutenant Colonel Jack Taylor.

HOW COACHES ARE SELECTED

The coaches are selected each year by vote of those in attendance at the clinic.

HOW PLAYERS ARE SELECTED

The players are chosen by a committee composed of one member from each congressional district and one member at large. Twenty-eight players are chosen for each football squad, and ten players are chosen for each basketball squad. Every congressional district in Georgia is represented on both the football and basketball teams. These players will receive transportation, meals and lodging during the clinic, and will be given some appropriate award for their participation. Besides the honor of being selected, many of the players will receive college scholarships as a result of their participation. The basketball game will be played in Tech's new gymnasium Thursday night, August 24. Admission will be 25 cents. The football game will be played at Grant Field Friday night, August 25. Admission will be 40 cents in the south stands and \$1 in

the east and west stands. Ladies will be admitted free with each \$1 admission. The association depends largely upon the proceeds of these games to finance our program.

THE TRACK WORK will be put on by George Griffin, "Spec" Towns and Norris Dean, and will be climaxed by the Southeastern A.A.U. meet, which will be run off at Grant Field Friday afternoon, August 25. The South's finest track talent will compete in this meet, and it will be of great interest to both coaches and fans. Athletic training will be covered by Dr. Allen, "Hank" Crisp, Wilbur Hutsell, W. A. Alexander and Fitz Lutz. Lutz will serve as the official trainer of the all-star teams and will give practical demonstrations in methods of taping and treatment of minor injuries.

The important subject of football scouting will be covered by Paul Burnum, of University of Alabama, and Rex Enright, of South Carolina. Before the game they will tell what a scout should see. They will scout the two teams during the all-star game and will make their report the following morning.

COPIES OF LECTURES at the clinic will be published in the Southern Coach & Athlete.

A PROPOSED amendment to our constitution will be voted upon at the clinic. The purpose of the amendment is to provide for the election of officers at the clinic each year instead of in the spring. In Article III the section which states: "The annual election of officers shall take place at the spring meeting of the association," would be changed to read: "The annual election of officers shall take place at the summer meeting of the association." Article VIII of the By-Laws would be changed to read as follows: "The annual meeting of the association shall be held in the summer of each year, at the time and place of the annual coaching clinic."

A general meeting in the spring may be called by the president, the time and place to be the same as the

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Team Work Shows Best in Defense

'Phog' Allen Indorses Clinic's Use of Players and Promises

'Lots of Fun' in All-Star Game on August 24

By FORREST C. (Phog) ALLEN

Famous Basketball Coach, Kansas University

I am immensely pleased with the plans for the second annual coaching school clinic sponsored by the Georgia Athletic Coaches Association. I am impressed with the progressiveness shown in this new scheme of having the various coaches who are leaders in their particular sport to instruct the high school boys from the state. This plan will enable the student coaches to hear and to witness the actual coaching of fundamentals. Using the Georgia high school boys as guinea pigs in the individual and team-plan scheme is progressive education. Heretofore visiting coaches have lectured to the assembled student coaches desiring instruction, but have not had the benefit of taking players and teaching each man the individual defense, the individual offense, the team defense and the team offense so necessary in welding the team together as a unit.

IT WILL BEHOOVE each of the visiting guest coaches to put out the very best that he has so that those who listen in will get the greatest benefit in the shortest possible time. It will also show the contrasting differences between successful systems of basketball. One coach may stress the fast break. The other coach may stress the set and timing plays with the necessary screen or pick off. However, the uniformly successful coach will be the one who employs both systems—the fast break by the offense when the defense is outnumbered, say two on one, or three on two, and so forth; and then when the defense has an equal number of men back in comparison to the equal number of offensive men rushing down the court, then a set play is in order because the intelligent coach will recognize the fact that the defense in basketball normally is stronger than the offense.

The first thing that a successful guard learns is to stand between the basket and his opponent. Therefore, when equal numbers are concerned the set play with its deception and



Forrest C. (Phog) Allen

pick off is the order of the day. But to have set plays there must be good ball handling and good timing.

I am told that those who appreciate basketball finesse the greatest are those who are schooled in appreciation of clever ball handling, good foot work, and excellent head work. It is said that the fast break covers up a multitude of basketball sins. A team may employ the fire-engine type of basketball, rushing pell-mell, helter-skelter down the floor, and at times they will catch their opposing defense off guard and outnumbered, and the offensive team will succeed in scoring a goal. But this type of team that employs only the fast break is very apt to pay little attention to defense. Their own goal is often unguarded and an intelligent team playing against a fast break may employ the long pass out from under the basket and catch their fast breaking opponents off guard.

The common conception of team work is that it applies only to the of-

fense, when in reality team work shows at its best on the defense. This misconception can be attributed to the fact that in the early development of the game the players in possession of the ball were the centers of attraction, while very little thought was given to the players who did not have the ball. All efforts were placed on scoring, and no attention given to the work of preventing the opponents' scoring. The results of experience have changed these conditions until now the two phases of the game are given equal consideration, and in many instances their order of importance has been reversed.

THE GUARD IS THE bipedal watchdog of the basket. He should always be found between his opponent and the basket. A good guard will hound the ball. A wily guard will never let the opposition slip in behind him. He will play the ball and not the man. A crafty guard must know how to use his weight to advantage, without fouling.

All prospective guards should take boxing lessons. The boxing skills develop finished guarding technique. The guard should always be on top of the ball, and when he cannot get it he should cover his opponent in a flash.

The boy who spends the greater part of his childhood romping with a playful dog may become, in his college years, a star basketball guard, for he has learned from the animal certain instinctive movements which will aid him in diagnosing the fundamental movements of his opposing forwards and centers in his future basketball career. By learning how to meet these instinctive feints and bounds of his early animal companion, the intuitive guard will in variety competition be more able to figure out the next movements of his basketball opponents. Some coaches describe this uncanny sense of the guard as the sixth sense. Truly, it is an instinctive reaction which is developed to a high degree. These instinctive reactions must be stronger

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PUBLICITY MAN

Elmer Salter Finds That Boosting Meagher's Tigers Has Its Ups and Downs

By **ELMER G. SALTER**

Sports Publicity Director of Auburn



Elmer Salter

Pounding out publicity by word or mouth is like other jobs. It is interesting, requires more than the average number of working hours per day during the regular scholastic term and it also becomes monotonous and dull at times. I believe every college sports publicity director can catalogue his work under the same heading.

As the name implies, a publicity man is supposed to obtain favorable publicity for his school and team. Most of Auburn's athletic publicity is provided by newspapers, radio stations and magazines. I try to keep contact with these sources and do my best to provide them with any information they want from Auburn. And I do my best to have as much personal contact with these sources as possible.

MOST SPORTS followers already know that Auburn teams travel probably more than any other clubs in the South and the Tiger football outfit annually put in a strong claim on the Pullman riding championship of America (the 1939 football team will travel 7,612 miles in playing 10 of 11 games away from home). And it is only natural that many think that all that I have to do is travel and see the nation in the role of Auburn's sports publicity director. But there is much more.

Athletic publicity has grown considerably the last few years and many

times during the football campaigns I go ahead of the team and more or less serve as an advance man.

The role of advance publicity man calls for me to provide the newspapers with all the stories, mats and pictures they want; be present for radio interviews, arrange broadcasts for coaches and then do my best to see that the time is convenient for them to be present, and to meet other officials and, if possible, help make arrangements for band broadcasts and create game interest in all other possible ways. Many times this is not difficult and many times it is. It is difficult when you are with a losing team and easy when you are riding with a winner. So it has not been unusually difficult to stir up interest in Auburn's grid battles the past few years. This is because all of the sources of Auburn's publicity have been more than willing to cooperate with us. And they have gone out of the way many times to help us.

A sports publicity director has to be a host to sports writers and this is one of the easier parts of the work. It is his problem to see that all are comfortably seated in the press boxes that are in his charge and to see that no one leaves the press boxes with feelings hurt because of discrimination. Auburn will have a fine press box next season and it will then be more of a pleasure to accommodate all of our publicity friends who will honor Auburn with their presence at our games.

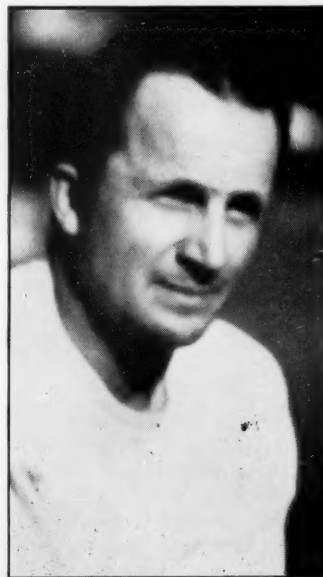
STABILITY OF AN athletic department makes a publicity manager's job easier. Auburn's head coach and athletic director, Jack Meagher, is under contract until September 1, 1943, and this will add lots of pleasure to my work at Auburn. It is my aim to express the policy of the coaches in my writings and I am extremely lucky in that they never ask to read any of my copy before it is released. Auburn's president, Dr.

L. N. Duncan, and the coaches let me write without interference and this reduces my problems.

Another chief factor in making my work at Auburn comparatively pleasant is that there is not the least bit of jealousy among the coaches. The assistant coaches work untiringly and realize that it is only human that they remain in the background in favor of their heads and are thankful when their fine efforts are praised. All fine work is sooner or later brought to the front and the Auburn assistant coaches are mindful that their A-1 accomplishments will merit attention soon enough.

Only "jealousy" that I have noticed among the Auburn coaches this year was between Coach Ralph Jordan and Coach Dell Morgan. Coach Jordan is head basketball coach and freshman baseball mentor. Coach

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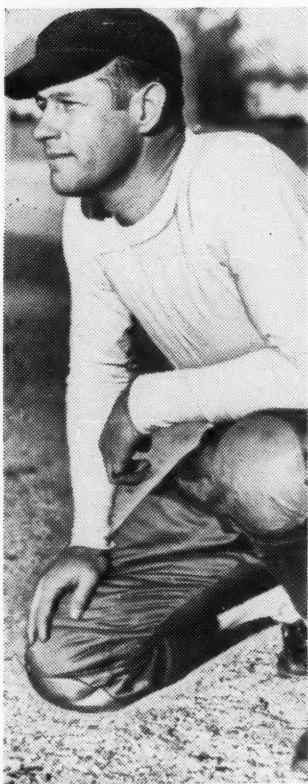
Jack Meagher

BETTER BOYS

Doyal Sees Coaching School as Builder of Improved Sports and Indirect Remedy for Talent Chase

By R. L. (SHORTY) DOYAL

Head Coach Atlanta Boys' High School



R. L. Doyal

The approach of the second annual sports clinic sponsored by the Georgia Coaches' Association is inspiring much discussion and comment among coaches and followers of sports in this section.

The public of course is primarily interested in the all-star basketball and football games and large crowds are expected to attend both of these classics. These games are of the utmost importance as the profit made therefrom is the only way the cost of the clinic may be defrayed.

EXPENSE OF staging the clinic for high school coaches is very high. High class instructors must be paid for and there are any number of

petty costs, including the traveling and hotel bills for two squads of athletes.

Our coaches' association firmly believes that this school is the finest thing for the development of high school and college athletes that ever has been attempted in this part of the country. Thus it should have the cooperation of everyone who might be directly or indirectly benefited from it. It is easy to see that improvement of high school athletics provides better entertainment for the public and better material for the colleges.

Boys selected to participate in these games should consider it an honor and privilege that only a few may have. Last year several prep graduates who had been overlooked by college scouts performed so well in the school and the all-star football game that they were able to win college careers. Every effort is made while the boys are in Atlanta to make their stay pleasant and educational. This goes along with hard work on the practice field.

One angle popped up last August that I hope will be avoided from now on. That was the attitude of several schools regarding boys who were to enroll in these institutions. Some of the outstanding players missed the games for various reasons. I cannot help believing that pressure from future Alma Maters caused this evil. Some colleges admitted that they told their incoming freshmen they were not concerned whether their future grid candidates competed in the game. This was very bad as it caused some of the better men to drop off the squads.

It seems to me that schools should be eager for their incoming freshmen to assist in putting the games and clinic across successfully. The clinic depends upon the support of the public and the fans will stay away if they think they're not seeing the best.

SOME COLLEGE coaches seem to think that rival scouts will take their

prospects. I am certain that these boys can be more satisfactorily approached while they're at home. In Atlanta they're under supervision of coaches who give them little time to talk schools and courses with scouts. No scout would wait until August to make a serious bid for an athlete.

This mad race for stars is certain to injure intercollegiate sports. With the clinic gaining each year and with the subsequent improvement reflected in players through better coaching it is highly probably that prep coaches will be able to supply better material and perhaps enough stars to give everybody a faster group of athletes from which to make their picks.

That's what we want and that appears to be the only solution to this evil.

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Team Work

Continued from Page 5

in the guard than in his opponents, or he will not succeed.

Daniel Boone, Dave Crockett, Jim Bridger, Kit Carson, Wild Bill Hickok, and Buffalo Bill were some of our early day pioneers, Indian fighters, scouts, and trail blazers. These uncanny fighters, when nature was in the raw, always out-thought their opponents and beat them to the draw. It was necessary for them to do this to live. They understood the laws of nature and of primitive man.

So it is with a good guard. He out-thinks his opponent and beats him to position plays. A successful guard knows his areas so well that he may intentionally leave his position apparently unguarded, for the purpose of drawing his opponent into a trap. By having perfect confidence in his own strength and agility, the guard will feign inertia or lassitude to encourage his opponent to attempt a shot in supposedly uncovered territory.

MUCH AFTER THE manner of a cat lying near a rat hole watching for the escape of the rodent does the guard torment his opponent. The cat, thoroughly relaxed and at a distance from the hole, will encourage the rat to attempt an escape. Being instinctively possessed with a confidence in her own power, the cat will leap upon her prey and exterminate it. So should the basketball guard know his own physical powers and the territory that he can successfully control. Such a guard will have poise and power and confidence and a contagious enthusiasm that bodes ill for an opponent who attempts an offensive thrust into his territory.

A versatile and aggressive guard will combine all the qualities of leadership at his command to ward off the offensive thrusts of two opponents. Only when outnumbered in man power is the guard in danger.

Successful guarding is done by the unit method. The coach builds one good guard, then builds another, and another, and another. He then puts these units together and builds his team. In this way he builds his defensive mechanism.

In the same manner he builds the offense. The coach teaches the individual player the technique of ball handling. The coach's prayer for an ideal offensive basketball player is for a lithe, supple, rangy, powerful

and courageous fellow with an athletic swing. He must be a clean, hard player ever ready to follow the lead of his captain and always able to think for himself. He must possess an all-seeing eye, an ever-ready and adept pair of hands that can handle the ball. It is then easy for the coach to teach offensive technique. By developing this offensive power in each one of the individual men he builds his team together by picking men who can pivot, pass, hook, shoot or dribble, as the occasion requires.

EVERY MAN ON the team should be a good forward and he should be a flawless ball handler and an efficient guard. By developing this all-round technique in a player this player then may fit into any niche on the team. A chain is no stronger than its weakest link; neither is a team any stronger than its weakest player.

I will especially emphasize fundamentals, both on the offense and the defense at the August clinic in Atlanta. I will take the individual players from the North Georgia team and work with them individually, and then we will put them together as a team. And on Thursday night, August 24, we will have a lot of fun.

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CARLING DINKLER, President and General Manager

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Split Minutes

Continued from Page 4

meeting of the Georgia Education Association.

District meetings are to be held in each district on call of the director of that district, and it shall be the duty of the director to select the appropriate time and place for such meetings.

A FULL SCHEDULE OF THE CLINIC PROGRAM WILL APPEAR IN THE NEXT ISSUE OF THE COACH & ATHLETE.

ANNOUNCEMENT TO PLAYERS

Players will report for the first practice Friday morning, August 18, at the Georgia Tech gymnasium. Equipment will be issued and medical examination will be made at that time. Dr. Jo Boland and Dr. Rufus Askew will conduct the medical examination.

Players of the Southern teams will stay at the Henry Grady Hotel, while the Northern teams will be quartered at the Ansley Hotel. Players will take their meals at the Holsum Cafeteria. All equipment will be furnished by the Georgia Tech Athletic

Association and the Georgia Athletic Coaches' Association, except shoes. Players are asked to bring their own shoes, if possible. This will save time in fitting and will prevent blisters. However, if it is impossible for the player to bring shoes which are already fitted to his feet, shoes will be furnished him here.

Transportation allowance will be round trip bus fare to Atlanta, from the town where the player attended school last year. This will be paid to the players at the close of the clinic.

Appropriate entertainment is being planned for both coaches and players. It can't miss and you can't miss being here! Atlanta, the sports center of the South, will put on its biggest show, "the sports festival of the South." The nation's top-ranking coaches covering a variety of sports; a spectacular parade of Georgia high

school stars—seventy-six, the cream of last year's crop—with the 125-piece Georgia State Girls' Military Band touching off the beauty of the pageantry with their resplendent uniforms and snappy tunes; the A.A.U. track meet in which the South's fastest will match strides; "Phog" Allen, the biggest name in basketball, comes South for the first time! "Hank" Crisp, pride of the Tide, "Spec" Towns, Olympic champion; George Griffin, maker of champions; Jack Meagher, miracle man of the Plains; Bobby Dodd, Tennessee's greatest; Alexander, the old Fox of the Flats; Hutsell, dean of Southern track coaches; Enright, the amiable; Mundorff, the thorough; Dean, Lutz and others!

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SR-1552

Publicity Man

Continued from Page 6

Morgan is head baseball coach and freshman basketball generalissimo.

AUBURN'S PLEBE cage team won 25 of 26 contests this year and received plenty of merited praise. And the frosh baseballers of Coach Jordan won 13 and lost two and also had reams of publicity written about them. Since I assist Coach Morgan with the frosh hoop artists, Coach Jordan "accused" me of giving them more publicity than his baseballers received and showed me a card on which his team was called the "Little Yankees." So I decided to place both coaches on the well-known "spot" when these youngsters come up to them as varsity candidates next year by calling the 1939 first-year Auburn baseball team the "Little Yankees" and the 1939 frosh

basketeers at Auburn the "Little Celtics." Now both coaches are "sore" at me, but neither can say I favored either one. They are both on the "spot" for next year just because their freshman teams chalked up such unusually outstanding records.

There also is the problem of preventing jealousy among the players. And this is a major problem. Chief goal of every sports publicity director is to have a player named on the top all-star teams and work overtime to accomplish this aim. But Auburn never intends to have a player selected as an All-American at the expense of losing team spirit because one or more players received publicity that was not deserved or was obtained because of the efforts of unheralded performers.

IF NOTHING HAPPENS to jinx Auburn during the 1939 football season, the Tigers will come up with a genuine All-American guard in Captain Milton Howell. He is a 100 per cent team man, is admired and liked by his comrades and has the ability to stand out in any grid company. And he is such a high type captain that his mates will do all in their power to assist him in being chosen one of the greatest in the United States. Their spirit is a main rea-

son why Auburn grid teams under Coach Jack Meagher are perennially dangerous and feared at all times. And this sound policy, I think, is the best.

Publicity in distant places is harder to get than it is any Southern cities. But I believe that it was little more difficult to advertise Auburn in Havana, Cuba, than in any other city.

Auburn's 1937 football team was named to play Villanova in Havana on January 1, 1938, and I went to Havana a week ahead of the team. I arrived there during a political uprising and it was not a suitable time to try to get the papers to boost football in a country where it is still a strange game. But I contacted the game officials and all of us made as many contacts as possible. We called on one of the foremost civil officials in Havana around midnight and he, thinking we might be political foes, greeted us at the door with a shotgun and naturally I was a little too scared to do much talking. So I just listened to the others converse in Spanish and was very glad to leave.

And I returned to Auburn knowing that it is more of a pleasure to advertise Auburn in America. I hope that I am not greeted with a shotgun when I call upon the sports writers, broadcasters, etc., this fall.



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